

THE PENTHOUSE EXPERIENCE.



OLYMPIC TOWER

Sponsor:

Olympic Tower Associates

A New York partnership composed of
Arlen Realty & Development Corp. and subsidiaries,
and Victory Development Corporation.

This advertisement is not an offering,
which can be made only by a formal prospectus, N.Y. 457

04211837 BOX 62

THE PENTHOUSE EXPERIENCE.

NEW YORK TELEPHONE
TIMES SQUARE
ALLIED CHEMICAL TOWER
ROCKEFELLER CENTER
RCA BUILDING
EXXON BUILDING

TISHMAN BUILDING
AMERICANA HOTEL

AMERICAN BROADCASTING CORPORATION
NEW YORK HILTON HOTEL
GULF+WESTERN BUILDING
CBS BUILDING
BURLINGTON HOUSE
ONE LINCOLN PLAZA
ESSEX HOUSE

THE DAKOTA
PARK LANE HOTEL
SQUIBB BUILDING

CENTRAL PARK
PLAZA HOTEL
GENESCO

GUGGENHEIM MUSEUM
METROPOLITAN MUSEUM
SHERRY NETHERLAND HOTEL
GENERAL MOTORS BUILDING

FULLER BUILDING

TRIBORO BRIDGE
RITZ TOWER

LA GUARDIA AIRFIELD
QUEENSBORO BRIDGE
POST OFFICE
FIRST NATIONAL CITY BANK
SEAGRAM BUILDING

MANUFACTURERS HANOVER TRUST
GENERAL ELECTRIC BUILDING

J. F. KENNEDY INTERNATIONAL AIRPORT
THE UNITED NATIONS
ITT BUILDING

CHRYSLER BUILDING
GRAND CENTRAL STATION
UNION CARBIDE
PAN AM BUILDING
NEWSWEEK

WORLD TRADE CENTER
EMPIRE STATE BUILDING
500 FIFTH AVENUE
GRACE BUILDING

A 360° panoramic view of the Manhattan skyline as seen from Olympic Tower.



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A landmark ahead of its time.

Olympic Tower is New York's first major multi-purpose building to combine fine stores, prime corporate space and luxurious condominium residences. It rises 52 stories above Fifth Avenue and will contain a block-long indoor park and promenade which will be alive with trees, plants, a dramatic three-story waterfall, specialty shops, galleries and a restaurant. The two floors of retail establishments and nineteen floors of corporate offices will provide an impressive foundation for the 230 luxury condominium apartments which begin where most other buildings end, to command spectacular penthouse views of mid-town Manhattan.

The residential apartments.
Floors 22 through 51.

The corporate space.
Floors 3 through 21.

Olympic Place.
Retail stores, services,
galleries, specialty restaurants.
Fifth Avenue, East 51 to 52 Streets.



A new lifestyle on Fifth Avenue.

Olympic Tower stands at the most convenient as well as the most prestigious location on Fifth Avenue, at the corner of East 51 Street. Directly north of St. Patrick's Cathedral, it is diagonally across Fifth Avenue from Rockefeller Center, the center of the world's greatest concentration of corporate activity. Olympic Tower is flanked in all directions by New York's finest stores, restaurants and services. In short, all that is great about the city is a part of Olympic Tower's neighborhood.

The penthouse experience.

The condominium apartments that will crown Olympic Tower begin on the twenty-second floor. Each will possess unique floor-to-ceiling window walls that command breathtaking panoramic skyline views of the surrounding city. To own a residence at Olympic Tower is indeed an exhilarating experience. But it is also to have at one's command the most comfortable and finely serviced lifestyle in New York.



The staff. The services. The features.

The condominium residences at Olympic Tower will employ the highly professional services of thirty-six experienced people. Many of the services and features of the building are unique and available only at Olympic Tower. The result will be a lifestyle equalling that of the finest international hotel. As a condominium, one's suite is one's own. And the staff will owe its jobs to the owners and residents. Some of the outstanding people and amenities at Olympic Tower will include:

- ☐ An internationally trained concierge and staff.
- ☐ A doorman and valet parking services.
- ☐ Attended elevators at all times.
- ☐ Valet dry cleaning, pressing, laundry and shoe repair.
- ☐ Dependable, bonded domestic personnel by appointment.
- ☐ Barber and beauty services.
- ☐ Full time housekeeper services available.
- ☐ Commissary services.

- ☐ Private charter of limousines, helicopters, jet aircraft and yachts through the office of the concierge.
- ☐ Automatic window washing.
- ☐ Catering services.
- ☐ Olympic Place restaurant.
- ☐ Olympic Place shops and galleries.
- ☐ Private entrance and lobby attended at all times.
- ☐ Private telephone room adjacent to the lobby.
- ☐ International Telex communication system.
- ☐ Financial communications lounge.
- ☐ Health club.
- ☐ Wine cellar.
- ☐ International newsstand.
- ☐ Fully appointed office suites and private conference rooms are available.
- ☐ Secretarial services by appointment.

- ☐ Auxiliary emergency power. An independent, central diesel powered generating system within the building will supply power to elevators, corridor lights and an electrical outlet in each apartment unit in the event of a city power stoppage.
- ☐ Year 'round heat and air conditioning with individual room thermostatic controls.
- ☐ Sound and fire retardant construction.
- ☐ Interior building communication system and answering service.
- ☐ Floor to ceiling window walls of glare reducing solar bronze tinted plate glass.
- ☐ Floors in master baths, as well as walls and showers, will be tiled in marble.
- ☐ Several of the duplex residences feature a wood-burning fireplace and sauna. Each duplex will also have a private elevator between floors and a circular staircase.

EVERY
DURST



Security.

Olympic Tower will be one of the most secure residential buildings in New York. Both the main lobby and service entrance will be under constant personal and electronic surveillance.

Video cameras will be located at strategic points near the entrances and exits. A bank of monitors will be located at the concierge desk while a second system will be located in the package room. The video network will be supplemented by an additional, independent electronic surveillance system connected with a computer printout, light signal and audible alarm. Should the electronic system be triggered, immediate personal action must be taken to silence it and an investigation of the cause will proceed at once.

Intrusion alarms are also to be provided at every apartment entrance with provisional extensions to wall safes, paintings, and works of art within the apartment. These alarms will be linked to the central computer and the building alarm systems.

*Artist's renderings of Olympic Tower interior and exteriors at completion of construction.

OLYMPIC
TOWER

Fifth Avenue at Fifty First Street
647 Fifth Avenue, New York, New York 10022
Telephone (212) 752-7788 Telex 620233

Worldwide Marketing Consultants:
Arlen Communities Corp.

New York Selling and Managing Agent:
Douglas L. Elliman & Co., Inc.

International Sales Representative:
Richard Ellis Companies
17 Rue de la Baume, 75008 Paris, France
Telephone 225 27 80 Telex 29370

Office Space:
Cushman & Wakefield
529 Fifth Avenue, New York, New York 10017
Telephone (212) 983-6392

Fifth Avenue
North:

METROPOLITAN MUSEUM

CENTRAL PARK

THE PLAZA HOTEL

BERGDORF GOODMAN
VAN CLEEF & ARPELS
SOLOW BUILDING

I. MILLER

BUCHERER

THE GENESCO BUILDING

DOUBLEDAY

HALLMARK GALLERY

HARRY WINSTON, INC.
RIZZOLI INTERNATIONAL
BOOK STORE

FIFTH AVENUE
PRESBYTERIAN CHURCH
THE GOTHAM HOTEL

UNIVERSITY CLUB

MUTUAL BENEFIT LIFE
BUILDING

ST. THOMAS PROTESTANT
EPISCOPAL CHURCH
MUSEUM OF MODERN ART
AND SCULPTURE GARDEN

GUGGENHEIM MUSEUM

SHERRY-NETHERLAND HOTEL

GENERAL MOTORS BUILDING

F. A. O. SCHWARZ

LÉRON
TIFFANY & CO.
BONWIT TELLER
CORNING GLASS BUILDING

STUEBEN GLASS

RICHARD-GINORI

MARK CROSS

ST. REGIS-SHERATON HOTEL

BUCCELLATI

ELIZABETH ARDEN

GUCCI

ROLEX BUILDING

CARTIER
OLYMPIC AIRWAYS

Next time
you're on
Fifth Avenue
we'll show
you the
apartment
from which
this picture
was taken.

←
OLYMPIC
TOWER

ST. PATRICK'S CATHEDRAL

SAKS FIFTH AVENUE

CHAS. SCRIBNER'S SONS

KORVETTES

COOK'S TRAVEL SERVICE

ISRAEL DISCOUNT BANK

NEW YORK PUBLIC LIBRARY

LORD & TAYLOR

W. & J. SLOANE

BRYANT PARK

MANUFACTURERS

TRUST CO.

THE BANK OF NEW YORK

BANCO DE BRASIL

INTERNATIONAL JEWELERS

EXCHANGE

ROSENTHAL STUDIO HAUS

BRENTANO'S

SINCLAIR OIL COMPANY

THE SWISS CENTER

ROCKEFELLER CENTER

ALFRED DUNHILL

630 FIFTH AVENUE

Fifth Avenue
South:

EMPIRE STATE BUILDING

Photograph of actual view from Olympic Tower.

Next time
you're on
Fifth Avenue
we'll show
you the
apartment
from which
this picture
was taken.

WORLD TRADE CENTER

EMPIRE STATE BUILDING

500 FIFTH AVENUE

GRACE BUILDING



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